



# CATAWBA COUNTY

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## **FOR IMMEDIATE RELEASE**

**DATE: Nov. 15, 2011**

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## **CATAWBA COUNTY SOCIAL SERVICES POSTS 'BALANCED SCORECARD' ONLINE**

HICKORY, N.C. — Have you ever wondered how many Catawba County residents receive Food and Nutrition Services (Food Stamps)? (An average of 27,264 people per month received these benefits in fiscal year 2010-11.)

How many people receive Meals on Wheels? (This program served 634 people in the 2010-11 fiscal year.)

How many reports of suspected child abuse and neglect are received by Catawba County Social Services? (The department received a total of 2,858 such reports during the 2010-11 fiscal year.)

If you have wondered about these facts, now you have an easy way to find the answers. Catawba County Social Services has posted on its Web site a new information tool called the "Balanced Scorecard." All of the information displayed is public record and is updated regularly. It does not identify any individuals receiving services.

The Balanced Scorecard also displays information such as the number of people living in poverty in Catawba County, the unemployment rate, and the economic impact of the financial assistance provided by the agency.

"We felt this tool would be a good way to help people understand which services we provide, how many people receive these services, and additional data that citizens might be interested in knowing," said John Eller, director of social services.

You may access the Balanced Scorecard by going to the Catawba County Social Services site at <http://www.catawbacountync.gov/dss/doing.asp> and by clicking on the Balanced Scorecard link.

The Balanced Scorecard uses Flash and cannot be viewed on devices that do not support this software. The opening screen displays a circle divided into four areas: Quality Customer Experience, Community Impact,

Quality Employee Experience, and Quality Business Operations. Double clicking on each of these areas displays additional statistics and graphs.

Along the bottom of the window are the four major service areas of the department: Child Welfare, FamilyNet, Economic Services, and Adult Services. Clicking on each of these areas shows the mission, vision and goals for that area, plus a series of graphs.

“At this time, many people are focusing on accountability and transparency in government,” Eller said. “Our department has been focusing on these same issues for many years.” Catawba County Social Services is a designated “Reinventing Government Department,” which means that the department’s local budget is tied to its performance.

“As a Reinventing Department, we must meet at least 90 percent of the outcomes set by our Social Services Board each year,” Eller said. Each fiscal year we establish outcomes, in collaboration with our board, that encourage innovation and efficiency. We believe the Balanced Scorecard is yet another way that we can provide excellent service to the citizens of our county.”

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